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# BEST WAYS TO CONTACT YOUR LEADS

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**POWER SCRIPTS THAT WORK!**



## PICK UP THE PHONE and CALL THEM! THEN... FOLLOW THESE STEPS.

### REALITY... and SUCCESSFULLY DEALING WITH IT



Before you begin, it is important that you remember this. You are the one who is offering these prospects a new source of income. It is your right to interview them to determine whether they qualify or not. You will have a virtually unlimited supply of prospects. Be selective. You are looking for people you can work with to build a business. Do not attempt to "Put square pegs into round holes".

Pick up the phone and make a call. Copied below are the exact interview questions to ask. When you reach somebody, here is what to say. Follow the format below.

**Hi (their first name),  
My name is (your first name), I'm calling you because you recently expressed an interest in making some additional income by working from home!**

*(Do not stop and wait for a response. **Begin asking these qualifying questions in order to control the conversation.**)*

#### **Are you more interested in doing something Part Time or Full Time?**

*(No matter what they say, acknowledge their answer. Then immediately continue by asking these additional questions to determine whether or not they have enough money to get started in business with you.)*

#### **Are you working now?**

If YES – What do you do?

If NO – How long have you been unemployed?

If on DISABILITY – Know that it'll likely be too much effort on your part to work with them.

#### **Have you ever owned a business?**

If YES – That's great. Tell me about it.

If NO – Have you ever dreamed of it? *(If NO, they are not qualified.)*

Just so I have a better understanding of how realistic you are, I've got 2 more questions:

How much money do you want to make a month? \_\_\_\_\_

How many hours a week can you commit to working in order to earn that much? \_\_\_\_\_

Based on what you told me, if you are willing to do what you said and work \_\_\_\_\_ hours a week, I can absolutely show you how to make \$\_\_\_\_\_ a month.

To be realistic, it may take 90 days or so to get up to that amount. It depends on how quickly you catch on.

But the good news is we will provide you all the training you need for free. We want to help you begin earning a solid income as quickly as possible.

That's good to know, isn't it? \_\_\_\_\_

By the way, if you're like some of the people I've worked with, you could be earning a whole lot more than what you told me, within a few months.

I've got a video that will explain what this is all about.

I can either email it or text it to you.

If I send it to you now, how soon can you watch it? \_\_\_\_\_

Then, continue your interview using the questions and formats you will find in our SCRIPTS BOOK. There are 3 additional questions you'll want to ask during your first conversation in order to set the correct tone. <https://leadpower.net/free>

### **HOWEVER...**

The majority of people won't answer the phone when you call. That's because either they don't recognize your number, or they are busy doing something else.

At this point you need to leave a voicemail message (VM).

If someone does NOT have voicemail set up, forget about them. They don't qualify. It will be too hard for you to communicate with them.

Whether or not your prospect responds back to you depends on the quality of the message you leave.

You must not only use the right words, but you must sound like someone they'd be willing to speak with.

Your voice mail message needs to be simple and to the point.

**EXAMPLE:**

*Hi (their first name). This is (your first name) calling from (your city, state).*

*You asked us for information saying that you had an interest in learning more about our home-based income project.*

*I just wanted to follow up and help you get all the information you need, and answer any questions. Could you please return my call? (leave your phone number here). I really think you'll like what we have, and I'm looking forward to speaking with you for a few minutes.*

*By the way, if I happen to be busy on another call please leave your phone number and the best time for me to call you back.*

*Once again, this is (your first name) and my phone number is (leave your number slowly and clearly). Have a great day!*

**REMEMBER...**

If you want people to call you back, they must first understand you. Speak clearly. Don't rush. Be articulate with your words. If you have a thick accent, do what you can to reduce it. Sound friendly, but don't go overboard.

## SENDING A TEXT



Since it is becoming more and more common for people to ignore their voicemails, you should TEXT them. One of the biggest advantages of texting is they are read nearly 100% of the time, so you can be confident your message was seen.

Again, keep it brief. Mention that you are contacting them in regards to earning additional income working from home and that you want to set up a time to discuss their options.

Some Reps prefer to send a text even before calling. This purely is a matter of *personal preference*. Either calling first or texting first can work very well. Just be sure to follow the additional scripts, as mentioned above, once you make contact.

### EXAMPLE:

#### VERSION #1:

Hello \_\_\_\_, It's \_\_\_\_\_!

*I'm just following your interest in making money from home. I have important information to give you. Please text me back to arrange a time to talk about your options.*

#### VERSION #2:

Hey there, it's \_\_\_\_\_!

*I noticed you're interested in making money from home. I've got some important info for you. Please text me back so we can plan a time to chat about your choices.*

#### VERSION #3

Hey there, it's \_\_\_\_\_!

*I see you're interested in making money from home. I've got some important information for you. Text me back so we can schedule a time to discuss your options.*

## TEXT VOICE MESSAGING

You can also record and send the follow up message written above using **TEXT VOICE MESSAGING** if you are on an iPhone.

Within the **Messages app**, you can send and receive audio messages with other iPhone users. Sending and receiving audio messages is an easy and effective way communicate with your voice without actually being on the phone. You also don't need to use the talk-to-text iPhone feature.

Here's how to send and receive audio text messages.

1. Open the **Messages app** and start a new conversation.
2. Press and hold the **Audio icon** on the right side of the text box to record. (The icon looks like a collection of lines.)
3. Speak your message while still holding the icon. Lift your finger to end recording.
4. To hear your recorded message before you send it, tap the **Playback arrow**.
5. To send the message, tap the **Send arrow**.

If you need to delete it and re-record it, tap the "X" icon.

The nice thing about using TEXT VOICE MESSAGING is you can send the same message to as many prospects as you want, without having to re-record it each time.

## USE FACEBOOK MESSENGER



Another way to connect with your prospects is to use **Facebook Messenger**.

Messenger is a free mobile app used for instant messaging. (You can also use it for sharing photos, videos, audio recordings and for group chats.) Messenger can be used to reach out and follow up with your prospects on Facebook as well as with your other phone contacts.

Again, you'll be able to record your follow up message once, and then send it to your prospects without having to re-record it each time.

Use the script above. Record your message and send it to your prospects.

## IF THEY DON'T RESPOND – SEND AN EMAIL

The sad fact is that there will still be some people who won't respond even after you leave a VM and send a TEXT. However, that doesn't mean they're not interested. It could be they just have other things going on that you're not aware of.

Sometimes you may even get a phone number that doesn't work. It occasionally happens. It usually means that the person doesn't want to be contacted by phone.

In either case, the next step is to send a simple email. (key word: 'simple')

**Do NOT send them a bunch of information about you, your company and your product in the hopes they'll be interested.**

Instead, just let them know you left a VM and sent a TEXT. Ask for them to contact you back with the purpose of setting up a time to discuss their options.**EXAMPLE:**

### VERSION #1

*Hi, (their first name).*

*This is (your first name) from (your city, state).*

*I just wanted you to know that I've been trying to follow up as promised, but unfortunately, I haven't been able to reach you by phone.*

*The reason I called is that you recently requested information from us about an exciting and profitable home-based income project. I wanted to make sure you got any information you might need, and answer whatever questions you'll have.*

*I don't know whether or not you'd be a good fit for our project yet. But, I'd really like the opportunity to understand what you're looking for and learn a bit more about you.*

*Could you do me a small favor, please? Would you mind responding to this email (or give me a return call) and let me know if you're still looking for some extra income?*

*I'd really appreciate it.*

*If you already found something else or are no longer interested, no worries. Just drop me a quick email and let me know, so I can take you off my list. OK?*

*Thanks again (their first name), I hope we get to meet and talk soon.*

*Please drop me a quick email or leave me a phone message letting me know either way.*

*Thanks in advance,*

*(Your first and last name)*

*(Put your phone number and email address here)*



Thanks,

(Your first and last name)

(Put your phone number and email address here)

## **VERSION #2**

Hi, [First Name].

This is [Your First Name] from [Your City, State].

I've been trying to reach you, but I haven't been able to get you by phone. You recently asked for information about an affordable work-from-home opportunity, and I want to make sure you get the details you need and answer any questions you have.

I'm not sure if our project is the right fit for you yet, but I'd love to learn more about what you're looking for. Could you please reply to this email or give me a call to let me know if you're still interested in extra income?

If you've found something else or are no longer interested, that's fine too. Just let me know so I can update my list.

Thanks ,

(Your first and last name)

(Put your phone number and email address here)

## **'K.I.S.S.' YOUR PROSPECTS**

K.I.S.S. = Keep It Short & Sweet.

Do NOT get long-winded during any of your first contacts, whether it's by phone, text, or email.

Get to the point. Do it politely. Keep your eye on the goal.

Your goal is getting to the next step, which is AN INTERVIEW with your prospect.

## **WE'VE GOT YOU COVERED...**

We always provide an **additional 10%**, over and above the leads you ordered, to account for the possibility of any bad records.

**By using these three (3) methods of contact  
you should be able to make personal contact  
with every prospect that you receive.**

## MAP OF THE MINEFIELD

You've seen those old war movies where soldiers must cross a field with buried land mines. Any wrong step will be deadly.

However, if one of them had a MAP of the minefield, the soldiers could cross and get to the other side successfully.

This section of our training can be likened to that MAP.

Here, you'll learn about the hidden things that can BLOW UP your conversation with a prospect, and how to navigate successfully through your call.

Common, but unfortunate, verbal missteps will generate negative responses.

If you're getting these types of reactions, you are saying the WRONG THINGS.

- Prospect said they weren't expecting my call
- Prospect said they have no clue why I'm calling
- Prospect said they don't remember having an "interview"

In this section, you're going to see how to refine your language in order to generate the positive responses you're looking for. However, always keep in mind that some people are going to be "rotten apples" and no amount of verbal skill can change them into a good one. You'll need to simply move along and continue your sorting process.

## INTERVIEW VS. CONVERSATION

Let's look at things from the point of view of our prospect.

Here at Lead Power, when our phone verifier "interviews" a prospect, it usually takes between 30 to 60 seconds. So. in the prospect's mind it is really a short CONVERSATION, and not like a job interview.

In the same way that someone can't recall what they had for breakfast yesterday (something which usually takes about 20 minutes or more) your prospect may not recall having had a 2 minute phone conversation with one of our people a day or so ago.

LeadPower  
Lead Generation

## ASK THE RIGHT KIND OF QUESTIONS



If you ever have a prospect says to you that they have no idea why you are calling them, it is usually a strong indication that you jumped directly into your presentation without first qualifying WHY you are calling.

You caught them by surprise and they react out of a built-in defense system.

Here's an example of that, using something familiar to you.

You walk into a clothing store. You have your wallet with you. You begin browsing around for something you might want to buy. By all definitions, you would be considered to be a highly qualified prospect. Right? After all, you took the time to come in. You have money to spend. You're in the store looking around.

But as soon as a clerk comes up to you and says "May I help you?" the automatic knee-jerk response from 99% of shoppers is... "No Thanks. Just looking."

However, if they used a different opening line, your response would also be different. For example, if the clerk opened with "Hello. Welcome to our store. Were you looking for Spring or Summer wear?" your response would likely lead to an actual conversation.

So, one of the first important refinements in your wording is this:

**Ask questions with an EITHER/OR response, rather than a YES/NO response.**

It's the difference between "May I help you?" (**YES/NO**) versus "Were you looking for Spring or Summer wear?" (**EITHER** Spring **OR** Summer)

Here's how to apply it to calling prospects.

*Hi (their first name). My name is (your first name).*

*I'm calling because you recently expressed an interest in making some additional income by working from home!*

*Are you more interested in a Part-Time or Full-Time option? \_\_\_\_\_*

There's no confrontation. You're explaining who you are and why you're calling. And then you are giving your prospect the option of either part-time or full-time. They get to make a choice.

This is far better than asking a question to be answered only with a Yes or No, as that comes off as being blunt and confrontational.

Remember, your call may have caught them while they were in the middle of something else. You don't want to start asking questions that can appear to be invasive or personal.

## FIRST THINGS FIRST

The first thing ANY person wants to know when they answer the phone from a number they don't recognize is *"WHO are you and WHY are you calling me?"*.

That is why you need to immediately identify yourself and tell them why you are calling.

When you say that you're calling about their recent interest in making money from home, that should get their attention. Now they know what this call will be about. And that is always everyone's first concern.

Go back to the previous section, and review the opening script again. Learn it. Be able to recite it clearly and comfortably without hesitation.

Your prospect doesn't know you or your voice. If you mumble, or are hard to understand, or you nervously flounder around, they will not want to speak with you.

Their first impression of you needs to be a good one. They will determine within seconds whether you are someone they want to speak with (or not) based on the first impression you create.

It's like the old saying, *"You never get a second chance to make a good first impression."*

## EXPECTING



Let's talk about a prospect who tells you they were not expecting your call.

Most people would think of the idea of "**EXPECTING**" a call to be related to someone they know... like a family member, friend, or co-worker.

It is never a good approach to start your conversation by saying something like they should be *expecting* your call about a home business, or that sort of thing.

Again, review your opening script. Ask Either/Or type questions rather than Yes/No type questions.

Asking if they are more interested in Part-Time or Full-Time is a 'power' question.

Get in the habit of using it frequently. When you ask it enough times you will get the enough of the right prospects talking to you.

## MINOR CHANGES CAN DELIVER MAJOR RESULTS

The great American author and humorist, Mark Twain, once famously said:

***“The difference between the right word and the wrong word is the difference between LIGHTNING and LIGHTNING BUG.”***

Use the right words and you'll get the right results. Use the wrong words, and lookout, because anything can happen.

There's a huge difference in meaning between being *“Put to bed”* and being *“Put to sleep”*.

Call a woman a *kitten* and she may think it's cute. Call that same woman a *cat* and she'll be insulted.

Minor refinements in your wording can create a major improvement in the responses you get from your prospects.

And as mentioned earlier in this report, we provide an **additional 10% overage** with each order to account for any “rotten apples” you may encounter.

**Always remember this is a *SORTING* business...**

(not one where you need to do a lot of convincing.)

**Do NOT waste time with uncooperative or disinterested prospects. Instead, search for and focus on those prospects who are open to learning, and who genuinely seek an opportunity to earn money from home.**



**TAKE ACTION...****Register for our upcoming  
LIVE DIAL TRAINING CALLS.**

Learn the best strategies and techniques to be successful on the phone. Discover *exactly* how to call your prospects.

Listen-in as our head instructor dials and speaks with actual leads. <https://leadpower.net/livedials>

**Let your downline team members  
know they can get FREE LEADS.**

Click the following link to get 10 FREE Real-Time Leads: <https://leadpower.net/free-leads-2-2>

**Be sure to download and read our  
FREE SCRIPTS BOOK.**

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